

For over two decades, Lilian M Raji has served as strategic counselor and public relations advisor to some of the world's leading luxury brands. She's helped introduce S.T. Dupont to the U.S. market, aided the Quebec Government Delegation in promoting their artists to the broader American market, and handled the press launch of WatchBox -- with publicity from full page coverage in the New York Times, Bloomberg, Wall Street Journal and more, leading to the start up securing \$100 million in funding. When brands have a story to tell, Lilian gets them in front of the widest, most qualified audience possible.

She seamlessly integrates marketing, PR and sales to ensure every facet of a client's strategy is harmoniously aligned and reinforced across all consumer-facing channels. Lilian delivers tailored, client-focused services with marketing blueprints customized to each client's unique identity and aspirations. Her attention to detail is especially prized in the luxury sector, making her the quintessential choice for emerging and growing brands striving for distinction and excellence.

In between showing clients how to make more money with existing and new customers, Lilian pens a regular column called, "Dear Lilian: The PR Advisor," for National Jeweler Magazine.

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### WHAT YOU CAN EXPECT

Lilian brings a rich tapestry of stories to showcase her adeptness at equipping brands with emotional intelligence and strategic know-how – all delivered with her trademark wit and charm. Your audience will benefit from her profound understanding of what makes consumers willing to pay a little bit more for items that could be had for less as she teaches them how to compete on value instead of price. Engaging Lilian, with her ability to articulate complex ideas in a compelling and accessible manner, means inviting your audience into a world where luxury and practicality intersect.

### TESTIMONIAL

*I had a session with Lilian and that one session delivered more than my last 6 months of researching marketing strategy for my luxury brand. She has a skill of listening and understanding who you are and where you want to go!*

*The most amazing thing was she shows you what you already know but didn't realise you did while also disavowing you of any misconceptions you may have. This woman is pure magic! Her greatest strengths are hands-on experience, insight, appreciation of human nature and clarity of delivery - she holds your hand and opens your eyes at the same time. For me it was a very fulfilling session - she has a third eye - she can see what others miss.*

---Adeniyi Shonubi  
FRIQUE London



# LILIAN M RAJI



Strategist | Communicator | Entrepreneurial Mentor

## TRANSFORMING BRANDS FROM CONCEPT TO GLOBAL RECOGNITION

### ENGAGING TOPICS LILIAN BRINGS TO LIFE FOR AUDIENCES

#### Adapting Luxury Strategies to Any Business:

How luxury marketing principles can be adapted to elevate perceived value and customer experience of any business.

#### The Alchemy of Luxury Branding

How brands can navigate the delicate balance between exclusivity and accessibility for premium to luxury goods.

#### Storytelling in Silk and Gold

The power of narrative in crafting compelling brand identities, and how stories can be wielded to draw new customers.

#### Beyond the Velvet Rope

Insights into the evolving PR landscape in the digital age for brands aiming for prestige and widespread recognition.

#### The Psyche of Luxury Consumers

Understanding their motivations, desires, and what drives their loyalty to high-end brands.

#### Scaling Your Business: Strategies and Pitfalls

Navigating the complexities of scaling a business, from operational challenges to maintaining brand integrity.

#### The Entrepreneurial Journey & Personal Brand Building

Personal experiences and lessons learned from building The Lilian Raji Agency and The PR Advisor, offering inspiration and guidance to aspiring entrepreneurs.